LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 529—Artist (Tear Pads)—Req. No. 97025—Page 4/c bleed—8¾ x 11⅛"—National Magazines, 1974 (A)
Printed in U.S.A.

Parliament. The recessed filter cigarette.

It works like a cigarette holder works.

1. French impressionist August Tonne used a cigarette holder to brush up his image. It also gave him cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed away from your lips, so you taste only the rich, clean tobacco flavor. Our contribution to the art of smoking.

4 mgs. 1.1 mg. "tar" 0.8 mg. nicotine—per cigarette, FTC Report Mar. '74

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/ttjn0003

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